

.IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/663,015	Confirmation No.:	1737
Applicant	:	Polly Stecyk		
Filing Date	:	September 15, 2003		
Title	:	PASSIVE ENFORCEMENT METHOD FOR MEDIA RATINGS		
Group Art Unit	:	4115		
Examiner	:	Junior O Mendoza		
Docket No.	:	705397.53		
Customer No.	:	34313		

EFS Web
Commissioner for Patents

**NOTICE OF APPEAL FROM THE EXAMINER TO THE
BOARD OF PATENT APPEALS AND INTERFERENCES**

Applicant hereby **appeals** to the Board of Patent Appeals and Interferences from the Final Official Action mailed May 11, 2010 , finally rejecting claims 1-35.

The fee for this Notice of Appeal is (37 CFR 1.17(b)) \$ 540.00

- Applicant claims small entity status. See 37 CFR 1.27. Therefore, the fee shown above is reduced by half, and the resulting fee is: \$ 270.00
- A check in the amount of the fee is enclosed.
- The Commissioner has already been authorized to charge fees in this application to a Deposit Account. I have enclosed a duplicate copy of this sheet.
- The Commissioner is hereby authorized to charge \$540.00 and charge any deficiency in fees which or credit any overpayment, as may be required, to Deposit Account No. 15-0665 . I have enclosed a duplicate copy of this sheet.
- A petition for an extension of time under 37 CFR 1.136(a) is enclosed.

I am the:

- Applicant.
- Assignee of record of the entire interest.
Certificate under 37 CFR 3.73(b) is enclosed.
- Attorney or agent of record.

Respectfully submitted,

ORRICK, HERRINGTON & SUTCLIFFE LLP

Dated: October 22, 2010

By: /Kenneth S. Roberts/
Kenneth S. Roberts
Reg. No. 38,283

Orrick, Herrington & Sutcliffe LLP
4 Park Plaza, Suite 1600
Irvine, CA 92614-2558
Tel. 949-567-6700
Fax: 949-567-6710
Customer Number: 34313